

DEADLINE TO REGISTER FOR THIS CONFERENCE

June 25, 2010

PROGRAM DESCRIPTION

How to present the “business case” for breastfeeding to employers, including understanding employer barriers to providing breastfeeding support, “business” messages that resonate, and creative outreach strategies. The training is based on research conducted with employers across the country as part of the Maternal and Child Health project, “The Business Case for Breastfeeding”.

OBJECTIVES:

**By end of session
participants will be able to:**

1. Describe three ways that supporting breastfeeding employees can improve a company's bottom line.
2. List the four components of a comprehensive work site lactation support program.
3. Describe at least two strategies that address employer motivators and barriers to implementing lactation support.

SPEAKER

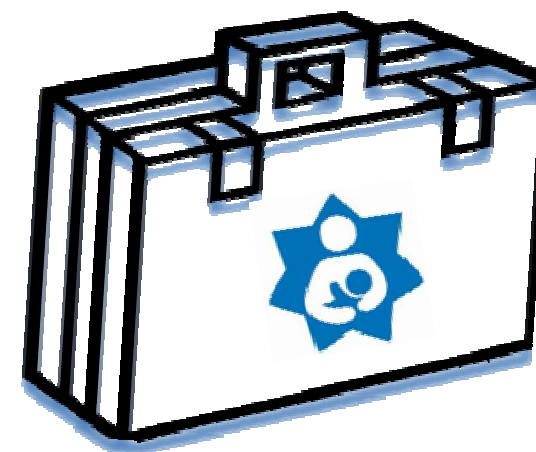
Cathy Carothers, BLA, IBCLC, RLC, FILCA is Founder and Co-Director of EVERY MOTHER, INC. which provides trainings in numerous topics related to breastfeeding promotion, support and counseling skills. She is currently the project director for the national USDA/FNS breastfeeding training projects focusing on local WIC Staff.

Cathy is president elect (term to begin July 2010 to 2012) of ILCA (International Lactation Consultant Association) as well as the current chair of the Media and Marketing Committee and Breastfeeding in Emergencies Task Force of the United States Breastfeeding Committee. She has provided more than 300 lactation and counseling related training programs, workshops and conferences in nearly every U.S. state.

For more information please contact
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Fax 660-827-1141

THE BUSINESS CASE FOR BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE



**Monday
July 12, 2010
First United
Methodist Church
Sedalia, Missouri**

**Sponsored by:
Pettis County Health Center
WIC Program**

Target Audience

Lactation Consultants, LaLeche League Leaders, Nurses, Nutritionists, Community Health Care Professionals, Peer Counselors and others who work with breastfeeding mothers and infants.

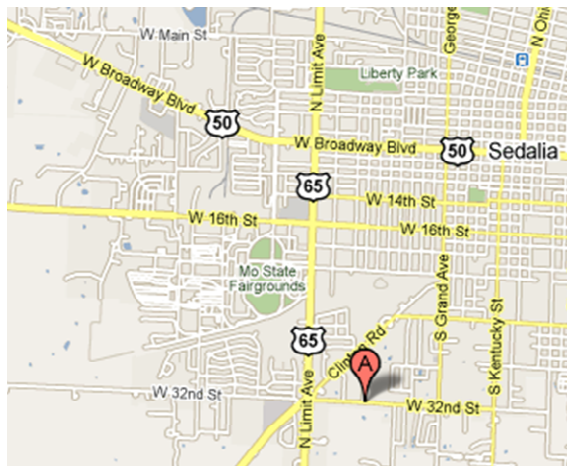
Continuing Education:

Application for CERPs has been submitted to IBLCE.

Missouri WIC is also qualifying this conference for continuing nutrition education for WIC Nutritionists, CPAs and Certifiers.

Location

First United Methodist Church
Celebration Center
1701 W. 32nd St.
Sedalia, MO. 65301



AGENDA

The BUSINESS CASE for BREASTFEEDING STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

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|--------------------|---|
| 8:00 — 8:30 a.m. | Registration and Networking |
| 8:30 — 8:45 a.m. | Introductions, opening remarks |
| 8:45 — 10:15 a.m. | Overview: The Business Case
for Breastfeeding |
| 10:15 — 10:30 a.m. | BREAK |
| 10:30 — 11:30 a.m. | Breastfeeding is GOOD
for Business! |
| 11:30 — 12:30 p.m. | LUNCH |
| 12:30 — 1:30 p.m. | Easy Steps to
Implement a Lactation
Support Program |
| 1:30 — 1:45 p.m. | BREAK |
| 1:45 — 4:00 p.m. | Conducting Effective
Outreach with Businesses |
| 4:00 — 4:30 p.m. | Where we go from here
Planning for Success |
| 4:30 — 4:45 p.m. | Closing Remarks, Evaluations |

Registration

Please complete the information below
and mail, fax or e-mail by
June 25, 2010.

Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____

E-mail: _____

Occupation/Title: _____

Pettis County Health Center
WIC Program
911 East 16th Street
Sedalia, MO 65301
Fax: 660-827-1141
Email: shanem@lpha.mopublic.org

Registration is FREE.
Lunch will be provided.

Acceptance of registration is based on
seating availability.

A confirmation will be sent to you by
mail or e-mail.

Mothers with infants are welcome. As a
courtesy to others we ask that crying
babies be taken outside the meeting
room to calm.